



United Way  
Winnipeg

# walk this way

September 6-13, 2024



## Bringing staff on board for Walk This Way 2024

A  
How-To  
Guide

**Walk This Way is coming your way!** Our annual United Way Winnipeg campaign kick-off event highlights how working together puts great things in motion for our community. It's meaningful, free to participate—and it's fun!

This year, we're again aiming for a goal of **150,000 kilometres!** When we reach the finish line, a group of amazing local sponsors will contribute **\$80,000** so kids, families, and our most vulnerable neighbours have a reliable circle of caring support when they need it most.

We are all Winnipeg and we all deserve a chance to change our lives. Let's move our community forward—together!



### Challenge Your Team

**Make a plan and engage your whole organization!** Walk This Way is all about working together towards a common goal—model the message and make a plan for everyone in the organization to sign on!

**Set your goal and challenge others.** The overall goal is 150,000 kilometres—why not set a smaller goal for your own team to achieve? Aiming for a milestone will motivate your team to go further, and it's a great cause for celebration when you reach it! Your staff's accomplishment will contribute to Walk This Way's final total for \$80,000 in contributions, and make everyone feel like a million bucks for helping their community!

**Raise the stakes with some healthy competition.** Challenge others in your department, building, or industry to tally the most kilometres! The healthy competition is all in good fun, while making a valuable contribution to pandemic recovery, mental health, safe spaces for youth, and resources for families.

**Plan your route past agency partners supported by our donors.** Plan a lunchtime route past some of the amazing agency partners our donors support and see first-hand how your efforts are making a difference in our city. Check out our [agency partner map here](#).



### Sign Up!

Get your team started with these six easy steps:

**STEP 1:** With your mobile device, download the MoveSpring app from the App Store (iPhone) or Google Play (Android).

Don't want to download to your device? Visit the [MoveSpring website](#) and sign up there instead.

**STEP 2:** Select Sign Up and enter code uway2024.

**STEP 3:** Create a new account, or if you participated last year, login with your MoveSpring credentials.

**STEP 4:** Connect your fitness tracking device (for example, Fitbit or Google Fit) to the app and turn on notifications so it can track your steps during the week! Or click on Manual Entry to log your activity manually.

**STEP 5:** Create your workplace team. In your Upcoming Challenges tab, you will find the Walk This Way 2024 Challenge. In the leaderboard, create or join a team. For more information on how to do that, [check out this page](#).

**STEP 6:** Between September 6 and 13, go for it! Pick your route, any time of day or night, and move forward in any way you choose. Open the MoveSpring app or visit the website to sync your data or enter your distance in kilometres manually.

### Spread the Word!

Here's a handy blurb you can share in your company newsletter or email to invite people from your network to take part in Walk This Way 2024:

The annual United Way Winnipeg campaign kick-off event highlights how working together puts great things in motion for our community.

This year, our journey will take us further than ever before: a goal of **150,000 kilometres!**

When we reach the finish line, a group of amazing local sponsors will contribute \$80,000 so kids, families, and our most vulnerable neighbours have a reliable circle of caring support when they need it most.

*We are all Winnipeg and we all deserve a chance to change our lives. Let's move our community forward—together! Register today for Walk This Way 2024!*



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If you have questions, please see the FAQ section of our website at [unitedwaywinnipeg.ca/walk-this-way2024](https://unitedwaywinnipeg.ca/walk-this-way2024) or contact us at [events@unitedwaywinnipeg.ca](mailto:events@unitedwaywinnipeg.ca).



Thank you to our generous sponsors:  
Assiniboine Credit Union, Birchwood, Johnston Group and Payworks, and Wawanesa Insurance, who will collectively contribute \$80,000.